

## SUPPORT AND DEVELOPMENT OF THE MECHANISM OF WOMEN'S ENTREPRENEURSHIP

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**Abstract:** Women's entrepreneurship is an important source of economic growth in creating workplaces. Women entrepreneurs are also important impetus for economic development, especially in our country, where the female population almost counts as half of the inhabitants. The scientific article is devoted to the problem of female entrepreneurship. The relevance of this topic is justified by market changes in the economic and social spheres.

**Keywords:** entrepreneurship, women's entrepreneurship, small business.

### Introduction

In a market economy, women's employment is a poorly protected sphere. Despite the positive economic and sociocultural trends in the development of society, which contribute to the expansion of the field for women to realize their own potential, they occupy a less favorable position in the field of employment than men. In addition, there is an acute problem of employment associated with the competition for jobs that require professionalism, knowledge and skill.

At the same time, some changes in the economy provided certain opportunities for a fuller manifestation of the economic potential of women. One of the ways to solve the problems of women's employment is the development of socially oriented entrepreneurship and the involvement of women in the sphere of small business. Currently, those makings of women that were formed by the previous history of the development of gender relations have been found to be in demand.

While engaged in housekeeping, women have gained significant organizational and entrepreneurial experience, and today it can be widely used not only in the family. According to global trends, the small business has a future in the employment of women.

“Women's business carries a huge and largely unused socio-economic and political potential. The fact is that society can be healthy and effective with a significant share of the middle class in it, which ensures its economic and political stability”[1].

In modern conditions, there has been a tendency towards the lack of demand for the high educational and professional potential of women. We can talk about the great potential of women's entrepreneurship, which can only be realized if there is some state support. The development of

women's entrepreneurship also seems to us to be one of the most important areas of economic progress and as the prospect of weakening inequalities between men and women in employment.

The factor of the so-called inter-sexual division of labor has a great influence on women's employment. The division of professions into "male" and "female" is not explained by the presence or absence of mental abilities and business qualities, but is the result of traditional views on the social roles of men and women. This is confirmed by the fact that the set of typically "male" and "female" professions is often not the same in different countries. Perceptions of profitability and prestige are prevailing. As soon as any work is simplified, becomes less prestigious and profitable, it becomes "female". The feminization of professions conceals the low status of these types of occupations, low personal incomes.

The current employment situation is not in favor of women. The most acute problem is gender professional segregation, which promotes the concentration of women in low-paid professions and sectors, leads to social discrimination, imbalances in the level of remuneration of women and men, career opportunities, and participation in managerial decisions.

The paper notes that one of the ways to solve the problems of women's employment is to attract women to the sphere of small business. Employment in the form of entrepreneurship acquires the status of a socially recognized form, as hiring does.

Entrepreneurship is not considered to be an ideal form of employment. To some extent, this concept is contradictory, which is expressed in the presence of a number of advantages and disadvantages, manifested in various ways in certain aspects of the functioning of this form of employment. For example, from the point of view of organizing the labor process, entrepreneurship implies freedom and independence of action, interest in the final results, more flexible conditions for employment, but at the same time, the intensity of labor increases. With regard to the social adaptation of the population to a market economy, entrepreneurship provides an individual with the opportunity to prove himself and earn income, however, this form of employment is more prone to risk and uncertainty of the future situation, weak social protection of both entrepreneurs and employees.

Women's entrepreneurship, as a dynamic sector of small business, contributes to economic growth, develops in areas of entrepreneurial activity that are socially significant for the country, promotes women's well-being and is an important element in ensuring the principle of equal rights and opportunities for citizens.

Throughout the civilized world, women's entrepreneurship is associated with small business, with forms of family business and self employment. The entrepreneurial resource of small business is actively used in Western countries to solve the problems of economic growth, as well as social problems, in particular, increasing employment and strengthening the role of women in society. The global number of women-led enterprises ranges from a quarter to a third of all business enterprises. The female business is developing in the field of household services, in industry, in the food industry, in wholesale and retail trade, in design and fashion.

Entrepreneurs of Uzbekistan are developing preschool education, supporting handicrafts, creating jobs for vulnerable groups of the population, expanding the network of public services and catering, and taking care of the health of the nation through the organization of medical and sports organizations. Women's business is able to satisfy the urgent need for the development of enterprises that provide social services to the population. The development of women's entrepreneurship in Uzbekistan will allow rational

use of women's labor opportunities, mitigate unemployment, and promote the growth of women's material well-being.

State support for the development of women's entrepreneurship will significantly improve the well-being of women, contribute to the manifestation of their creative activity, participation in economic decisions and social stability in society. The development of women's entrepreneurship in Uzbekistan will increase the living standards of the population and reduce social tension in society.

In the context of introducing innovations in the world, special attention is paid to targeted research in order to improve the employment mechanisms of able-bodied women, to provide a scientific solution to a number of problems.

In this regard, a theoretical understanding of the new processes of regulating the employment of women, studying all the factors generating the laws of its formation and development, developing regional changes in the organization of labor relations, individual work with women, as well as improving the effectiveness of targeted support systems is important for attracting family and private entrepreneurship.

In Uzbekistan, the number of women as of January 1, 2019 was **16 544.9 thousand** or 49.8% of the population.

In 2018, the number of people employed in the country's economy reached 13.3 million people. Including 5.5 million women or 41.6% of the total employed population. Among the employed, 5.8% worked in construction, 8.5% in transportation and storage, 67.5% in education and 79.9% in healthcare and social services.

The largest share of women employed in the economy was observed in agriculture, forestry and fisheries (27.8%), industry (13.7%), education (13.6%) and trade (12.8%).

In 2018, the number of unemployed in the country amounted to 1368.6 thousand people, of which 722.2 thousand were women (52.8% of the total number of unemployed). In 2018, the country's unemployment rate was 9.3% [2].

In our country, special attention is paid to such issues as caring for women, the implementation of coordinated work to ensure their employment, and the expansion of modern approaches to the development of employment programs.

The action strategy in the five priority areas of the development of the Republic of Uzbekistan for 2017–2021 sets the goals "... to increase the socio-political activity of women, their wide involvement in entrepreneurial activity, further strengthening the family base" [3].

In the digital economy, attracting women to the field of information technology will ensure their employment through the widespread use of IT technologies. The introduction of information and communication technologies, improving the business environment in the regions, the widespread introduction of new information and communication and pedagogical technologies in educational institutions will provide new opportunities for the development of women's entrepreneurship. By creating a favorable business environment on Internet sites, it is possible to increase the number of women entrepreneurs.

"A more active participation of women in the processes of development of the digital economy will lead to sustainable economic growth. According to OECD estimates, today the number of women actively using digital technologies is 250 million less than men. Moreover, women make up only 20% of the total number of graduates in professional fields related to information and communication technologies (ICT)[4].

The digital economy is the main source of economic growth. Economic growth will stimulate competition, investment and innovation, which will lead to better services, wider choice for consumers, creation of new jobs [European Commission, 2018a] [5].

An economy in which, thanks to the development of digital technologies, there is an increase in labor productivity, competitiveness of companies, lower production costs, creation of new jobs, reduction of poverty and social inequality [World Bank, 2016 b] [6].

Since technological and innovative enterprises are the driver of the development of the digital economy, their small number in Uzbekistan creates serious risks for the digital development of the country. The main risks limiting the development of women's business in the IT sphere:

- 1) risks of restricting property rights and holding liable (personal data, licensing requirements);
- 2) instability of business conditions, low coverage of digitalization of the country's regions;
- 3) the lack of incentives to export services, that is, encouraging the introduction of electronic services in organizations by introducing tax incentives for the development of digital technologies, as well as online trading;
- 4) threats to the safety of digital user data, a low level of trust in the digital environment;

The development of technology, the digital transformation of companies, increased competition for jobs, increased life expectancy lead women to the need to change the scope of professional activity several times during their lives, acquiring new competencies and skills. A key factor in the success of digitalization processes is the availability of highly qualified personnel in sufficient numbers and relevant jobs. Digitalization will require not only growth in investments in digital technologies, but also a radical modernization of the infrastructure of almost all sectors of the economy, which will ensure high growth rates of the contribution of the capital factor to value added.

In accordance with the Decree of the President of the Republic of Uzbekistan dated April 11, 2018 No. PF-5409 "On measures to further reduce and simplify licensing and permitting procedures in the field of entrepreneurial activity, as well as to improve the business environment", entrepreneurs are given great opportunities.

According to preliminary data for January-December 2019, the share of income from small businesses in total income of the population amounted to 59.5%. A significant share in the structure of total incomes of the population was income from small businesses in Jizzakh (70.6%), Bukhara (65.6%), Samarkand (63.9%) and Surkhandarya (63.7%) regions.

The foreign experience of solving the problems of developing women's business is interesting. Today, women's entrepreneurship issues are on the global agenda of all leading international organizations. In his report to the 69th session of the UN General Assembly (08/18/2014), the UN Secretary-General noted that "the lack of financial and technical resources, as well as the lack of professional skills of women in remote areas are becoming a decisive factor in their employment and self-awareness." The United Nations has developed a global portal for women's economic empowerment and the competitiveness of women entrepreneurs. [7]

The legislation of the Republic of Uzbekistan guarantees the right of women to participate fully in the socio-political and socio-economic life of the country. Particular attention is paid to supporting the activities of the Ministry of Mahalla and Family Relations and its regional branches, as well as public organizations involved in the development of women's entrepreneurship for women, their socio-political and socio-economic activities and gender equality.

The current conditions and prospects for the development of the business environment in Uzbekistan have a significant impact on the development of women's entrepreneurship, which is increasingly recognized as an integral part of ensuring economic growth in the country. Women in Uzbekistan have a significant share in small business, contribute to economic development at local, regional and national levels and contribute to the welfare of the country.

Although official statistics do not reflect the share of women entrepreneurs in economic indicators, they confirm that their role and contribution to the development of small business and the economy as a whole should be evaluated and recognized.

Given the fact that the rural population in the Republic of Uzbekistan exceeds the urban population, the development of female entrepreneurship in rural areas is of particular interest.

This will lead to prosperity through increased employment and rural incomes through the involvement of women in productive activities.

The business of rural women develops mainly in the form of small businesses and micro-firms (workshops, pharmacies, small wholesale stores, production and sale of souvenirs, work at home). Most women entrepreneurs are engaged in small-scale production of consumer goods, trade, healthcare, education and other professional services.

Enhancing the employment opportunities of women and improving their economic situation is one of the mechanisms for ensuring gender equality and is closely associated with improving the well-being of the population in both rural and urban areas. Practice shows that the leading role in ensuring the employment of women belongs to small business. In modern conditions, small business is the most mobile part of the labor market, using most of the country's labor resources [8]. At the same time, the difficulties of women entrepreneurs in creating their own business often do not allow women to fully reveal their entrepreneurial potential for a number of reasons, namely:

- Lack of structures and mechanisms to support women's entrepreneurship;
- Limited gender statistics to assess and evaluate the contribution of women entrepreneurs to the country's economic development;
- Lack of incentives and other mechanisms to support women in taxation, lending, registration and other areas.
- Inadequate training and retraining of women entrepreneurs in both rural and urban areas;
- Lack of free consulting services and technical assistance structures using the capabilities of state, public and international organizations.

Recommendations on the development of women's entrepreneurship confirm the need to create and strengthen the existence of new national structures to support and develop women's entrepreneurship. The existing infrastructure for business development in the country is a dynamic and consistently developing system, but it is not sufficiently developed to support women's entrepreneurship.

The representation and participation of women entrepreneurs in official public-private dialogue is not the same. In this regard, it is necessary to legally strengthen the adoption of state protectionism against women, protection in the field of economic, labor and family relations, including the law on equal opportunities and the state program for the development of women's entrepreneurship.

It is necessary to create and strengthen structures providing business education, information and exchange, as well as assistance in establishing business relations, advising women entrepreneurs. The formation of a positive image of women as leaders and entrepreneurs in society also contributes to the

development of women's entrepreneurship. One of the factors stimulating women's business is also the improvement of the financial services system for entrepreneurs, such as lending and microfinance.

## Literature

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